



New Jersey Department of Children and Families Policy Manual

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Chapter:	B	Resource Care	11-22-2006
Subchapter:	1	Recruitment of Resource Homes (Foster and Adoptive)	
Issuance:	200	Methods of Recruitment	

Media Recruitment 8-17-90

Media publicity, newspapers, television or radio, may generate substantial inquiries into foster care and adoption services. If the publicity refers to a particular child, as in a waiting child newspaper column, it is important that all potential response staff are fully alerted to the nature and content of the publicity. Similarly, the non-CP&P generated publicity about foundlings or abandoned children is likely to generate many inquiries and questions that need accurate response. The Recruitment Specialist is responsible for monitoring statewide and local publicity and disseminating information to all potential response staff. For instance, if the Recruitment or Home Finding Specialist has arranged for a feature story on a child to appear on television, part of the recruitment effort includes a statewide memo to Recruitment and Home Finding Specialists in other offices to insure appropriate response. Whenever possible, the dissemination of publicity information is shared with all potential recipients of inquiries.

NOTE: All mass media recruitment activity generated from within the Division must be approved by the Office of Community Education or the Assistant Commissioner's Office. However, adoption home recruiters may pursue "waiting child" publicity for children registered on the Adoption Exchange in local newspapers only without prior approval.

Photo Listings 8-17-90

For children in need of adoptive homes, photo listings and information sheets on available children are important components of effective recruitment material. Workers for the children work with the Recruitment or Home Finding Specialists to maintain current references. The photographs of the youngsters are black and white glossy pictures, preferably 5 x 7 or 8 x 10 inches in size. Whenever possible, several copies of the photograph are made available for appropriate distribution to all LOs for use in general recruitment programs and to be submitted to the Central Office Adoption Unit for inclusion in Adoption Exchanges. The child's Worker or the Recruitment Specialist prepares a publicity summary on the child which is an accurate, yet positive, portrayal of

the child's strengths and needs. The Recruitment Specialist is responsible for appropriately disseminating the information and photographs on the child.

NOTE: Children who are not legally free for adoption may not be featured in any photo listings or recruitment activity without the permission of the legal parent. Also see [CP&P-IV-C-1-1000](#), Photographing Children for the Exchange.

Recruitment in the Hispanic Community 8-17-90

Many of the children requiring substitute care are Hispanic. They may be English speaking, bilingual or Spanish speaking. Placement in a foster or adoptive home of a different cultural or ethnic background may add to the emotional stress of placement that the child already experiences. Therefore, the Division develops homes that meet the cultural needs of the children.

In order to facilitate and welcome the applications of members of the Hispanic community, the Division must prepare an appropriate recruitment campaign and, equally important, the Division must prepare an appropriate response plan. Essential to both aspects is the establishment of a "state of readiness" within the local offices:

- staff recognition of ethnic diversity;
- avoidance of socio-economic stereotyping;
- establishing a relationship of trust and mutual understanding with leaders in the Hispanic community.

Recruitment and Home Finding Specialists may pursue a number of methods by which resources in the Hispanic community may be developed. Some of the ways in which Hispanic recruitment may be pursued include, but are not limited to:

- insuring that all appropriate recruitment literature is available in translation;
- developing recruitment campaigns specifically directed toward the Hispanic community;
- developing in-service training to enhance staff awareness and understanding of the Hispanic culture;
- preparing comprehensive statistics on Hispanic children in need of homes - age, sex, where the children are currently living, how they became separated from their families, etc. - to insure that recruitment efforts are appropriately targeted;
- networking with community leaders regarding the needs of the children and working with the community on developing improved service delivery to applicants;

- providing Spanish-speaking persons, when possible, to respond to inquiry calls (The office arranges for a follow-up response to the inquirer by a Spanish-speaking person when the initial call is not handled by a Spanish-speaking person.);
- contacting Hispanic news organizations, (print, radio and television);
- establishing a resource of Hispanic foster or adoptive families that may assist new families;
- providing Hispanic persons to assist in speaking engagements or recruitment activities. If one is not available within the office, establish linkages with other offices or community volunteers.

Recruitment in the African-American Community 8-17-90

As in the Hispanic community, recruitment efforts in the African-American community require special focus, individual attention and commitment to developing homes to meet the cultural needs of the African-American children the agency services. One critical area to be addressed when developing a campaign to reach members of the African-American community is the sensitization of staff to the understandable, but often misinterpreted, reserve the African-American community has toward working with a public agency. Historically, the African-American community has cared for children in need without public sanction or financial support. Thus, there is a greater need to enhance agency visibility within the African-American community and to incorporate, whenever possible, a member of the African-American community in recruitment activity. This effort on the part of all agency staff promotes a more trusting relationship between the agency and the African-American community.

Some of the ways in which recruitment in the African-American community may be pursued include, but are not limited to:

- preparing comprehensive statistics on African-American and interracial children in need of homes - age, sex, where the children are currently living, how they became separated from their families, etc., - to insure that recruitment efforts are appropriately targeted;
- networking with community leaders, African-American fraternal organizations, African-American media, magazines and newspapers regarding the needs of the children and working with the community on developing improved service delivery to applicants;
- developing resources of African-American resource families (buddy system or parent advocate leaders) to assist new families in negotiating the resource family system and later succeeding with the youngsters placed with them;

- expanding the flexibility of intake time and location by allowing initial contacts for general information sharing to take place in the applicant's home, church, or community building;
- providing in-house training on single parents (especially male), common-law marriages, the older parent, or the religious family. Many African-American families have strong religious convictions which may be misunderstood;
- working closely with leaders of the African-American community on all levels of adoption and foster care;
- providing in-service training to enhance staff awareness and understanding of African-American culture;
- pursuing a "One Church, One Child" concept as well as other church connected activities, for the development of new homes.

Recruitment Plans 8-17-90

It is important to have clear objectives and an organized approach to recruitment through the development of a recruitment plan that is responsive to both local and statewide needs assessments. The recruitment plan states the identified needs and provides a planned, step-by-step approach for addressing those needs.

Recruitment Specialists and Homefinding Supervisors are responsible for developing local resource parent recruitment plans with the input of the LO manager. The plans summarize the recruitment activities and goals planned for the forthcoming fiscal year; and are due in the Area Offices by March 1 of each year.

The local recruitment plan(s) includes:

- a statement of foster/adoptive home resource needs for the county/area (assessment);
- a listing of the goals for recruitment for the year;
- a listing of the objectives for recruitment for the year;
- a listing of events/activities planned to achieve each objective including time frames, dates and individuals responsible;
- a listing for each activity/event of any supports or resources needed from the NJFAFS, Central Office, Area Office, Office of Community Education, community, etc.;

- a spending plan for Foster Care and Adoption Recruitment FCAR monies (see FCAR/FCAT Funds, [CP&P-IV-B-1-300](#));
- the identification of any additional fiscal issues/needs.

The Area Offices meet with local foster and adoptive home representatives to review, comment, coordinate activities and expenditures, and provide Area Office approval of the plans by April 15. Representatives from the Office of Policy, Planning and Support, the Office of Community Education, and the New Jersey Foster and Adoptive Family Services should participate in these meetings to insure that statewide activities appropriately reflect the stated local needs and goals.

The Area Office summary includes:

- a listing of key area needs and initiatives;
- a monitoring program to assess the progress of the county activities on a quarterly basis;
- the designation of an FCAR Specialist in each county office/LO;
- a general statement of the foster and adoptive home needs for the area as a whole;
- a listing of specific area/county initiatives designed to address the most pressing needs.

The Area Office forwards copies of the local plans along with a summary of the area's overall recruitment objectives to the Assistant Director of Program Operations who then develops a statewide recruitment plan based upon the local plans.

The statewide plan includes:

- a statement of foster and adoptive home resource needs for the State;
- a listing of the general or overall goals for recruitment for the year;
- a listing of events and activities planned to achieve each objective, including time frames/dates and individuals responsible;
- a listing for each activity and event of any supports or resources needed from the NJFAFS, other Central Office Units, the DCF, the community, etc.;
- a spending plan for FCAR monies based upon the specified allocation.

The Assistant Director of Program Operations and the NJFAFS establish the recruitment activities for which that organization will be responsible through contract. These activities will be included as part of the Statewide Recruitment Plan.

Procedure for Completing the Recruitment Plans 8-17-90

Responsibility	Action Required
RFSW/Recruitment Specialist	<ol style="list-style-type: none"> 1. Assess foster/adoptive needs within the county. 2. Develop a list of the recruitment goals for the year based on the assessed needs. 3. Develop a list of recruitment events/activities to address the objective and designate a lead or responsible person for each activity. 4. Evaluate the recruitment objectives for funding issues, community support, and resource needs. 5. Prepare a Recruitment Plan by March 1, which itemizes: <ul style="list-style-type: none"> • the county needs; • the designated plan to address those needs; • the time frames for achieving the objective of the plan; • the person responsible for the activity; • the supports or resources needed from the NJFAFS, Central Office, Office of Community Education, the community or other source; • the spending plan for Foster Care and Adoption Recruitment FCAR funds; • additional fiscal issues or needs within the county.
LO Managers or Designee	<ol style="list-style-type: none"> 6. Review proposed plan to assess appropriateness to resource needs and allocation. Make recommended revisions as appropriate.
Area Resource Family Specialist and Resource Family Recruiters	<ol style="list-style-type: none"> 7. Conduct area meeting to coordinate activities and efforts and to review area needs by April 1. 8. Prepare area summary of Recruitment Plan and submit the summary to the Assistant Director of Program Operations by April 15 which: <ul style="list-style-type: none"> • lists key area initiatives; • provides for a quarterly monitoring system; • designates a FCAR Specialist; • provides a general statement of area foster/adoptive home needs; • provides a plan to address some of the most pressing needs.

Assistant Director of Program Operations	<p>9. Prepare a statewide Recruitment Plan which:</p> <ul style="list-style-type: none"> • lists general objectives; • lists activities/events and supports or resources needed; • provides a spending plan for FCAR monies.
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Resource Family Recruitment Events 11-22-2006

Recruitment Events - The Resource Family Support Unit staff electronically records, monitors, and tracks recruitment activities and identifies participants who attend recruitment events, by entering information into the New Jersey SPIRIT (NJS) application.

Resource Family Recruiter:

General Event Information - Record the following general event information at least 30 days prior to the date of the event:

- The date and length of the event
- The type of recruitment event, such as a faith-based event, community fair, home-based event, resource family information session, ethnic festival, etc.
- Target neighborhoods, counties and cities
- The specific target population of children for whom the event is being planned, such as sibling groups, adolescents, children with special medical, physical, educational or behavioral needs
- Whether the event is to recruit a resource family home for children who speak a specific language or who communicate in sign language
- The community partners or collaboratives who participated in or assisted with the event
- The event location

Document the Results of the Event - Within ten days after the event, record a summary which includes:

- The number of hours the resource family staff worked on the event
- The estimated number of participants who attend the event
- The number of inquiries obtained as a result of the event
- The cost of the event
- Any new contacts made during the event which may assist in developing other recruitment opportunities

Note: Record any inquiries received after the event by updating the inquiry number accordingly.

Collect Participant Information and Follow Up - Record the individual participants who attend the event, including the participant's name, address, telephone number, and his or her role in the event.

Print the Participant List and follow up by contacting those individuals who express an interest in becoming a resource parent.

See the How Do I . . . ? Guide for Resource Family Recruitment on the NJS Knowledge Web.